

# Old Skin with New Insides

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The *Journal* retains its old skin, with the feature photograph, the names of both societies sponsoring the journal and the title in a serif typeface on the cover. Inside, the journal has a different look: there are changes in the organization of articles, the presentation of data, and the typeface. Changes have been made to enhance the readability of the articles, both in the printed version and online. The redesign is not the first for the JID; as the following pages illustrate, changes have been instituted many times over the decades. Our aim is to create a layout that best suits the readers' needs, and the changes were not made without due consideration, recognizing the strengths and weaknesses of both print and pixels.

There is no perfect or universally accepted typeface, but we chose one that is clean-looking, bold and easy to read for minutes—or hours, as the case may be. Our type is Helvetica Neue, and for those with interest in type faces and their history an interesting discussion is available (<http://www.redsun.com/type/abriefhistoryoftype>).

In each article the first page is neater, with a 1-column abstract and fewer rules. We have moved most of the footnotes (pertaining to manuscript received dates, correspondence, etc.) to the end of the article, leaving only the abbreviation footnote on the first page. Materials and Methods has been moved to the end of the article. We realize this may be controversial. Throughout, we have reduced the use of bold and full caps. We have added rules to the tables in the new format, and information will be centered within each cell, making the information more legible.

These changes complement the editorial changes readers have seen in the journal over the past year. Through "Clinical Snippets" we continue to reach out to clinicians and residents. We now publish Snippets from the British Journal of Dermatology to increase communication between the JID and BJD; in return the BJD publishes JID's monthly snippets. We have greatly increased the editorial content of the journal, highlighting at least 2 articles in each issue in related commentaries. A wide group of authors, many outside the traditional investigative cutaneous biology and dermatology communities, have contributed to these commentaries. "In This Issue" continues to be an important synopsis of several articles, reflecting the expertise of our individual editorial board members.

We have made the online journal more useful by publishing supplementary material on our website so that detailed tables and diagrams may be available and material such as videotapes, otherwise not available, may be viewed. In addition, we are exploring a retrospective conversion of print issues of the JID in order to make all the data published in the journal—from 1938 to present—available online.

All these changes would be for naught were it not for the excellent research content we consistently publish in the *Journal*. We are grateful to the authors who support the JID by sending us their best work for consideration. Submissions for 2002 totalled 727 papers, representing an 8% increase over 2001; likewise, total submissions for 2003 are expected to reach 800, a 10% increase over 2002. We understand the angst that accompanies submission, especially if papers are not accepted; our accept rate had been close to 60%, but with these increased submissions we have had to increase our rejection rate as well; now a little more than half of the papers we receive for consideration are eventually accepted. In order to maintain our page budget, we will also encourage authors to make use of our available online options so that our print pages contain only the best and most important data. We also encourage authors to submit a carefully chosen list of qualified, objective reviewers, which will help our editors review papers in a timely fashion. We aim to publish complete research studies of the highest quality, whether these are full-length reports or shorter—but still complete—studies in the form of letters, mutation reports, and communications with as little delay in publication time as possible.

The Journal has tightened not only its acceptance standards, but some of its formal requirements for submission and publication, as well. To publish the highest quality science requires that our authors meet the highest ethical standards of human and animal research. We therefore require statements in all published manuscripts confirming that studies and methods were approved by the appropriate review boards and performed according to accepted scientific practice. In addition, it is important that authorship be clearly defined and conflicts of interest stated, while in our new review forms editors and reviewers are asked to declare any potential conflict of interest before agreeing to review a research report.

Our committed ad hoc reviewers and our Editorial Board perform the lion's share of the journal's work; their extraordinary effort and their role in the peer review process is greatly appreciated. We hope that the format and editorial changes we have implemented support their hard work by making the research we publish more useful and more readable. We are proud of the *Journal's* history and we are still absolutely committed to publishing the best in cutaneous biology and dermatology research. Our success will be judged on the scientific merit of the material we publish and its appropriateness to our readers.

We wish all of you the best for the New Year and beyond.

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